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A STUDY OF CHINESE ADULT IMMIGRANTS' TELEVISION VIEWING
MOTIVATIONS

A Thesis
Presented to the
Faculty of
California State University,
San Bernardino

In Partial Fulfillment
of the Requirements for the Degree
Master of Arts
in
Interdisciplinary Studies

by
Mu-Li Yang
June 1995

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Approved by:



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5/31/95

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ABSTRACT

The population of Chinese immigrants in the United States has been increasing rapidly over the past ten years. Television can be one of the primary instruments for immigrants to contact the outside environment while they are new, and socially isolated in the host country. No previous studies have been done on this specific group (Chinese adult immigrants) to determine their television viewing motivations and preferences.

This study reviewed a sample of 107 Chinese adult immigrants in the Los Angeles, California area. The findings indicate that the five primary television viewing motivations, in order of importance, were: Relaxation, entertainment, information, companionship, and passing time. The five primary motivations for watching Chinese TV in order of importance were: Relaxation, information, entertainment, companionship, and habit.

The present study also indicates that most of the respondents prefer watching Chinese television, and their channel preferences are related to their number of years living in the United States, their primary language, where they were raised, their habit of watching Chinese TV, and their frequency of watching Chinese TV.

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CHAPTER I

Introduction

Statement of the Problem

Mass Media has traditionally played a significant role in providing information and entertainment to various cultures around the world. Television, in particular, due to its audio-visual stimulating characteristics, is a popular form of communication enjoyed universally. The desire to watch television varies with the wants and needs of the viewer. Some of the motivational aspects differ not only between individuals within a culture, but also across different cultures. For example, a cross-cultural study of children's television use by Zohoori (1988) indicated that foreign children from East Asia tended to be more motivated to use television for information, social interaction and companionship than did American Children.

The population of Chinese immigrants in the United States has increased significantly over the past thirty years. Newcomers may have limited contact with residents of the host country because they are unfamiliar with their new environment. Sometimes they rely on the familiarity of television to receive both information and entertainment. Because of the cultural and native language differences, the immigrants may receive greater gratification from watching

Chinese television programs which represent their own culture, rather than American programs.

The introduction of television to the public in the 1940s brought a new source of entertainment and information. Since that time research studies have concentrated on the impact of television on the general population, specifically on children and adolescents. The most recent research endeavors have established the need to explore the relationships among adult television viewing motivations and selection patterns. Few studies currently exist on uses and gratification research with respect to ethnic groups, other than Anglo Americans (e.g. Zohoori, 1988).

This study explores the underlying motivational factors that lead to television viewing by adult Chinese immigrants to the United States. More specifically, this research focuses on the subject group's viewing preference of American versus Chinese television programs as measured by Rubin's (1983) uses and gratifications model.

Purpose of the Study

Television might be used by immigrants as a primary instrument for adapting to a new culture. In order to satisfy these immigrants' needs of television use, a better understanding of their television viewing motivations is important. However there has been no research that deals

specifically with television viewing motivations for Chinese adult immigrants.

A survey was conducted on a convenience group of Chinese adult immigrants who were 18 years or older and living the Los Angeles area. The survey examined their viewing motivations for simply watching television and specifically for watching Chinese television. The survey also examined the effect of demographics and cultural variables on the study group's viewing selection of television channels.

Research Questions

This study examines three research questions;

1. What are the primary motivations for adult Chinese immigrants to watch television?
2. What are the primary motivations for adult Chinese immigrants who prefer Chinese TV to watch Chinese television programs?
3. Do Chinese adult immigrants who prefer Chinese TV differ significantly from those who prefer American TV when controlled for demographic variables?

Hypotheses

1. Chinese adult immigrants will have a greater Information motivation for television than what Rubin (1983) found in American adults.
2. Viewing motivations will differ based on length of time spent in the United States.

Scope of Study and Limitations

There are several limitations which must be considered when looking at this study. First, the study group was limited to residents of the Los Angeles area. Their viewing motivations and preferences may not necessarily apply to similar ethnic populations in other geographic locations. Further, we have used Rubin's (1983) study to look at some of the differences in motivation between the study group and mainstream Americans. Changes in social concerns, television programming, and media usage due to technological changes that have occurred during the 11 years between the two studies might affect such a comparison.

Respondents were given a choice between questionnaires in English and Chinese. The small number of respondents who filled out questionnaires in English, versus those filling out questionnaires in Chinese, did not allow for a comparison of these two groups.

CHAPTER II

Review of Literature

This chapter examines the Uses and Gratification theory relevant to TV viewing motivations and selections, the role of ethnicity on viewing motivations, and research employing Rubin's (1983) Television Viewing Motives Instrument.

Uses and Gratifications Theory

Uses and Gratifications Theory looks at the relationship between consumers and the media as a complex and dynamic one. The consumer is not simply a passive receptacle of information but instead imposes his or her own ideas and motivations on the message being delivered. The consumer, the media, and society form a complex system of interrelated and interdependent components, such as viewing behaviors, viewing patterns, and viewing motivations. A change in any component in this matrix affects the other system components and the system as a whole. Uses and Gratification Theory allows us to explore the way in which individuals use the mass media to gratify their needs and their motivations, or reasons, for specific media-related behaviors. This study will focus on the viewing motivations and preferences for Chinese and American television programs among Chinese immigrants.

According to Katz, Blumler, and Gurevith (1974), there are four tenets of Uses and Gratifications Theory:

The first tenet suggests that media use is goal-directed. Audience members actively select certain media or types of media content to satisfy their certain expectations. For example, Chinese immigrants may choose to watch Chinese television programs to meet their needs for information about how to adapt to the American culture, or news specific to Taiwan or China.

The second tenet suggests that social interaction and cultural factors produce viewer expectations for gratifying needs through the use of certain media. For example, an immigrant with limited social interaction from the outside world may satisfy his/her need of companionship by using television.

Third, the audiences' initiative is a key factor in selecting which media outlet they utilize. For example, Chinese adult immigrants may prefer selecting TV programs in their own language so they can be certain they are understanding the message.

Fourth, individual audience members know and can account for their own motivations and preferences. Typically, researchers examining audience uses and gratifications use closed-ended response categories (in which individuals are asked to compare a given motivation

statement to their own reasons for using the medium) to determine audience motives. For instance, in this study participants were asked why they watch television, and were given specific answers from which to choose.

According to these four tenets, it is rational to assume that Chinese adult immigrants are goal-directed viewers and actively select certain television channels or programs to satisfy their needs. This study explores the TV viewing motivations for Chinese immigrants in light of their cultural backgrounds, which differ from those of mainstream American viewers, and to see what demographic factors relate to their specific viewing preferences. Moreover, this research employs Rubin's (1983) Television Viewing Instrument to explore this area. This work is based on the assumptions of Uses and Gratifications Theory that audience members can account for their own viewing motivations and preferences through answering closed-ended response categories.

By using Uses and Gratifications Theory one can help to explain an individual's or group of individuals' television use in terms of the viewers' cultural backgrounds and demographic traits. Further, one can make generalizations about the rewards of television as perceived by different demographic groups.

Rubin's TV Viewing Motivations Research

Rubin conducted television viewing motivation research on American elders (1981) and American adults (1983). The goals of his investigations were to examine the relationship between viewing motivations, preferences, and audience demographics.

In his work on American adults, Rubin (1983) explored television viewing motivations and preferences. The study sought to determine whether TV user motives could predict behavioral consequences of television use. For instance, an individual seeking information may choose to watch a news program. In this study, nine television viewing motivations were examined: Relaxation, companionship, habit, passing time, entertainment, social interaction, information, arousal, and escape.

In his sample of American adults, Rubin found the five primary television viewing motivations, in order of importance: Entertainment, relaxation, passing time, habit, and information. He concluded that the entertainment motivation resulted from the need for fun and excitement. Viewing for relaxation resulted from the need to reduce tension from problems related to everyday life. He also found that television seems to gratify entertainment and relaxation needs, regardless of program content.

In an earlier study, Rubin (1981) found the five primary television viewing motivations for older people were, in order of importance: Passing time, information, entertainment, social interaction, and companionship. Passing time, he concluded, was motivated by a strong need for relief from boredom. He also found that older people use television for information based on a need to connect with the outside world. Moreover, due to their informational needs, older people preferred watching news programs.

The elder group appeared to rely more on television viewing for passing time and for information gathering, while the group of younger adults used television more for entertainment and relaxation.

In summary, viewers' demographic traits and needs from the society are influential in determining television viewing motivations and preferences. We might ask whether this also applies to individuals who are new to a society, and are somewhat culturally isolated. Additionally, one might expect that such a group will have different viewing motivations and preferences than mainstream members of that society. This study addresses the question of the primary motivations for adult Chinese immigrants to watch television and whether TV viewing motivations differ based on demographic traits.

Rubin's Partial Replication of Greenberg's Study

Greenberg (1974) suggested that TV viewing motivations were related to demographic traits, such as age. Greenberg (1974) studied television use by British children and adolescents. He found seven primary viewing motivations for British children and adolescents: Learning, habit, arousal, companionship, relaxation, escape, and passing time. He also found that age was the most significant demographic correlate of the viewing motives. For example, younger children identified more strongly with certain television viewing motivations, such as arousal, than did older children and adolescents who identified more with passing time.

A study by Rubin (1979) explored the relationships between television viewing motivations and demographic variables among American children. Rubin's study supported Greenberg's finding that TV viewing motivations are related to demographic traits. In this study, he also indicated age as one significant correlate of viewing motives. He found six reasons for children's and adolescents' use of television: Education, habit or passing time, companionship, forgetting or escape, arousal or excitement, and relaxation. Specifically, Rubin found that viewing to pass time, or as a habit, was the most important reason for young adolescents,

and arousal was the most important reason for younger children to watch TV.

Both Rubin (1979) and Greenberg (1974) found that different demographic traits will lead to different viewing motivations. In both these studies, age was the most salient demographic trait that resulted in the different viewing motivations for their participants.

Rubin's studies showed that younger children's primary motivation was arousal, while adolescents were motivated by passing time, adults by entertainment, and older people by passing time.

From these findings, one can expect that different demographic traits will play a significant role in determining viewing motivations. Applying this assertion to individuals from different demographic groups, such as those from various cultures or races, one may expect that viewing motives will vary.

Therefore, it is justifiable to study the viewing motivations for a specific cultural group. This study addresses the viewing motivations for adult Chinese immigrants.

The Relationship Between TV Viewing Motivations and Ethnicity

Various cultures may have different television viewing motivations. For example, while American mainstream viewers may have certain motivations for television use, such as entertainment, recent immigrants might use television more as a source of social integration and information. Three studies that examine the role of ethnicity in television viewing are Zohoori's (1988) study of cross-cultural children, Albarrán & Umphrey's study (1993) of Hispanics, and Ikeda's study (1992) of Chinese immigrant children.

From the uses and gratifications perspective, Zohoori (1988) argued that one need of immigrants is to adapt to the host culture. This acculturation process requires communication skills to establish meaningful social interaction with the inhabitants of the new culture, and to acquire information about norms and behavioral patterns of the host culture. Due to the demands of adapting to a new environment, immigrants may depend heavily on television for information about language, norms, behaviors, and expectations associated with life in the host country. Some researchers also suggested that isolated individuals may rely more on, and make more use of, the media than those who are socially integrated (Katz, 1974; Katz & Foulkes, 1962).

In his 1988 study, Zohoori examined the differences in television viewing motivations for immigrant children of various ethnic backgrounds. He found that generally, both immigrant children and American children were motivated to use television for learning/information, social interaction, companionship, and escape. Compared with American children, immigrant children appeared to use television more as a tool for learning: First for learning English and, secondly, for gathering information about others and themselves, usually by identifying with the people in the programs they were viewing. He also found that foreign children tended to be more motivated to use television for social interaction and companionship than did American children. He concluded that these differences in TV viewing motivations between the two groups of children resulted from the needs the immigrant children had to acculturate to U.S. society.

Because different cultural backgrounds lead to different TV viewing motivations, one can expect some differences in television viewing motivations between Chinese adult immigrants and mainstream Americans.

Moreover, Zohoori suggested that over time, the intensity of isolation for immigrants will decrease as social contact increases. He found that children with shorter periods of residency in the United States had a stronger TV viewing motivation for social interaction than

those who had lived in the United States for longer periods. Based on these findings, it can be proposed that Chinese adult immigrants with a shorter period of residence in the United States have different motivations than those who have been in the United States for a longer period of time.

Albarran and Umphrey (1993) found different motivations for using television between Hispanics and Anglo Americans. The different viewing motivations were based on the participants' differences in cultural backgrounds.

In this study, Hispanics in the United States had greater information and social interaction motives for viewing television than Anglo Americans. Watching television, for the Hispanic study group, was often a family activity. Comparatively, Anglo-Americans were much more independent in their viewing and didn't look at television as a family activity. He also found that a greater motivation for information among the Hispanic group, was a result of their need for acculturation. They were motivated to use television as a source of information about themselves and others, language acquisition, and as a way of observing mainstream society.

Zohoori (1988) and Albarran & Umphrey (1993) both suggested that differences in TV viewing motivations vary among the different cultural backgrounds or cultural contexts. This finding leads one to expect that Chinese

adult immigrants may have different television viewing motivations than American viewers. These studies also suggested that immigrants have a greater information motivation for television use than mainstream Americans, based on their need to adapt to a new culture. Thus, it can be proposed that Chinese adult immigrants have a greater information motivation for watching television.

Ikeda (1992) studied differences in television viewing motivations between Chinese immigrant children in the United States and American children. This study also indicated that demographic traits such as race and primary language are important in determining television viewing motivations. He argued that immigrant children need to learn the language, behavioral patterns, and cultural norms of the host country in order to survive in a new culture and to communicate with people. However, the children were limited in the ways in which they could satisfy these needs in the host country. Hence, they relied heavily on television for adapting to the new culture. For example, immigrant children may have difficulties in communicating with Americans because of a language barrier. As a result, they depend heavily on television for language learning.

Ikeda found the four primary television viewing motivations for Chinese immigrant children were language learning, entertainment, and information. Through watching

television programs, Chinese immigrant children learned English, entertained themselves, and obtained information about the behavioral and cultural norms of the host country. The salient difference in viewing motivations between the immigrant and American children was the desire by the Chinese children to learn English.

Based on the fact that the needs of Chinese immigrant children differed from American children, Ikeda concluded there were differences in television viewing motives among children of different cultures. He argued that cultural and native language differences lead to different television viewing motivations. If this is the case, one might expect to find differences in viewing motivations between Chinese adult immigrants in the United States and American mainstream viewers.

Ikeda (1992) also found that Chinese immigrant children enjoyed American TV programs more than Chinese programs because of the greater variety of programs and subjects. Ikeda pointed out that most Chinese television programs were geared toward adolescent or adult audiences, with very few for children.

Because Chinese television programming is geared toward Chinese adults, Chinese adult immigrants may prefer watching Chinese television. Using both Ikeda's (1992) and Zohoori's (1988) studies, one might also infer that if viewing

motivations for immigrants are different than mainstream viewers, and if those motivations vary depending upon how long they have lived in a new culture, then viewing preferences may also be affected. For instance, do Chinese adult immigrants who have been in the United States for longer periods of time have different viewing motivations, and thus, different preferences, for watching Chinese television programming versus American programming? We might also ask whether these preferences differ along any other demographic lines besides length of residence in the new culture.

The Relationship Between TV Viewing Selection and Subculture

Audiences are active participants in the mass communication process and will actively select certain media, or types of media programs, in order to satisfy their needs. For example, viewers who belong to a certain cultural group may seek programming geared toward their culture.

Stroman (1984) studied Black children's television use and found they had a preference for television programs which regularly feature Black actors--that is, characters who are like them. Stroman indicated that Black children's preference for Black-character programs was derived from the children's informational needs for identifying themselves

closely with Black characters and learning more about their own culture.

Matabane (1986) studied African Americans' television use in terms of the viewing preference for program selection. He found that African-American viewers made a distinction between Black character and non-Black character programs, preferring to watch the former. The reasons for their preference of Black character programs was that these programs presented a more realistic portrayal of their lives. From these programs, they could learn life experiences and gather information important to them in relating to the real world environment.

Thus, an individual's need to identify with his or her own subculture and/or with society as a whole, may influence the individual's preferences for television programs or channels. Chinese adult immigrants, then, may have a viewing preference for Chinese TV programs rather than American TV programs.

Matabane (1986) also found other variables that affect program preferences among Black viewers. One of these was language. Black language is more often used by Black-character programs and it presents a meaningful insight into the homogeneous culture of Black people. Because the African-Americans tended to watch program content relevant to their homogeneous culture, Black language became an

important factor in their preference for viewing Black character programs.

If language is a factor which impacts program preferences among Black viewers -- in this case influencing the preference for viewing Black character programs -- one might expect that language would be a factor influencing the viewing preference for Chinese television programs by adult Chinese immigrants.

A Los Angeles Times article about Chinese and other Asian immigrants stated, "some of these people speak and read four languages, while others are illiterate in their native languages and have little hope of ever learning English" ("Asian Influx Alters Life in Suburbia", April 5, 1987, p. 1). Additionally, the article suggested that a large segment of Asian immigrants prefer obtaining information in their native languages. The source for that information can be Asian television stations or other Asian mass media.

This evidence, coupled with cultural influences on African-American viewing selection of television programs or channels, leads to the following questions: Do adult Chinese immigrants prefer Chinese television programming over American programming? If so, what are their motivations for having such preferences? And do the viewing preferences vary along any demographic lines such as

language skills? For instance, do Chinese immigrants who are more proficient in English have less of a preference to watch Chinese programming?

The existing literature on the television viewing motivations centers on the reasons why individuals use television and what demographic traits and cultural factors result in certain viewing motivations and channel or program preferences. Some of the areas researchers (Greenberg, 1974; Rubin, 1979, 1983; Zohoori, 1988; Ikeda, 1992; Albarran & Umphrey, 1993) have focused on in determining viewing motivations are age, race, degree of cultural integration, and cultural background. Some studies (Stroman, 1984; Matabane, 1986) have shown that subculture groups preferred the programs strongly oriented toward their own culture. These studies have confirmed that different demographic traits and cultural factors lead to different viewing motivations and preferences.

Taking these previous studies into account, this study attempts to identify the viewing motivations for Chinese adult immigrants to watch television, the demographic traits and cultural factors that influence their viewing selections of Chinese or American programs, and the different viewing motivations of Chinese immigrants and American adults.

CHAPTER III

Methodology

This chapter contains specific information about the methods and procedures employed in this study. The chapter is divided into four sections: (1) Respondents; (2) Procedures; (3) Questionnaire; and (4) Statistical Analysis.

Respondents

Data for this study was collected from 107 Chinese adult immigrants, 18 years or older, recruited from Chinese communities located within the greater Los Angeles area. Hacienda Heights, Monterey Park, and Diamond Bar, were specifically selected due to the high concentration of individuals within the target group. Individuals below the age of 18 were excluded from participation due to the investigations focus upon adult television viewing motivations.

Procedures

Volunteers were asked to complete a questionnaire while the researcher was present. In order to gather more precise data, survey subjects were offered questionnaires in both English and Chinese. This allowed those who spoke limited or no English the chance to respond accurately. Ninety

respondents filled out the Chinese questionnaires, while 17 respondents filled out the English questionnaires.

Translation of the questionnaire was done by a professional Chinese/English translator.

Each respondent was told that the primary purpose of the study was to obtain information about what motivated him/her to watch television. Confidentiality was assured and each participant completed an information disclosure consent form. Those completing the survey were also informed that they could stop answering questions at any time, or could skip questions they felt uncomfortable answering. The questionnaire took approximately 10 minutes to complete.

Questionnaire

The questionnaire attempted to capture information relating to Rubin's TV Viewing Motives Instrument and demographic variables. Rubin's instrument, and this survey, included 27 different TV viewing motives each of which were measured utilizing nine variables: Relaxation, companionship, habit, passing time, entertainment, social interaction, information, arousal, and escape. Respondents indicated their levels of agreement with 27 statements depicting reasons for watching television. These were measured across four response options ranging from "A Lot"

to "Not At All." Responses were coded so that a "4" reflected "A Lot," while a "1" indicated "Not At All." There were also 10 questions targeting demographic information and viewing behavior. (See Appendix A for Questionnaire.)

Statistical Analysis

The study sought to answer the three research questions and examined the two hypothesis relevant to the television use of Chinese adult immigrants in the Los Angeles area.

Research Question 1. What are the primary motivations for adult Chinese immigrants to watch television?

This question was analyzed by comparing the mean scores of the nine factors obtained from the Television Viewing Motives Questionnaire. Scores for these factors were rank ordered by mean score values. Only the top five factors were considered for this study.

Research Question 2. What are the primary motivations for adult Chinese immigrants who prefer Chinese TV , to watch Chinese television programs?

This question was analyzed by stratifying the mean scores of the nine factors obtained from the Television Viewing Motives Questionnaire by demographic variable #9,

"Do you prefer watching Chinese TV or American TV ?" The factor mean scores for strata one, Prefer Chinese TV, were then rank ordered. Only the top five factors were considered.

Research Question 3. Do Chinese adult immigrants who prefer Chinese TV differ significantly from those who prefer American TV when controlled for demographic variables?

This question was analyzed by computing a one-way analysis of variance (ANOVA) for each demographic variable, controlled for Chinese TV viewing preference as measured by variable #9, "Do you prefer watching Chinese TV or American TV?".

Data obtained by this study is non-parametric. When examining non-parametric data, it is often considered appropriate to use simple parametric analysis to elaborate the data. In the analysis of survey data, it is permissible to treat dichotomous nominal variables (i.e., gender) as special cases of interval scales. The interval must be equal in both variables to facilitate this analysis. Such analysis is often used to establish trends in preliminary studies and results obtained from such analysis need to be interpreted with caution (Suchman, 1967; Babbie, 1993). Therefore, one-way analysis of variance was used to establish differences between those respondents preferring Chinese TV and those preferring American TV.

Hypothesis 1. Chinese adult immigrants have a greater Information motivation for watching television than mainstream Americans as measured by Rubin (1983).

This hypothesis was examined by comparing the mean scores of the nine motivational factors obtained from the Television Viewing Motives Questionnaire and those reported by Rubin (1983). Scores for the nine motivational factors were rank ordered by mean score values. Only the top five factors were considered.

Hypothesis 2. Viewing motivations differ based on length of time spent in the United States.

This hypothesis was examined by computing a one-way analysis of variance (ANOVA) for the nine factors obtained from the Television Viewing Motivations Questionnaire by two levels of demographic variable YRSUS1, years in the U.S. \leq 8, and YRSUS2, years in the U.S. $>$ 8. Eight-years was chosen because it was the average time that Chinese adult immigrants in this study had spent in the United States.

The factor mean scores for strata one, YRSUS1, and strata two, YRSUS2 were then rank ordered.

CHAPTER IV

Results

This chapter includes three sections: (1) Variable Characteristics, (2) Results of Research Questions, and (3) Tests of Hypotheses.

Variable Characteristics

Ten variables were examined in the course of this research. Of this sample, forty-five (42%) were male and sixty-two (58%) were female. The age distribution spanned 37 years and ranged between 18 and 78. The mean age was 34. Of this sample, 105 (98.1%) were born in Taiwan or China. Eighteen (17%) of the people surveyed in this study were raised in the United States and eighty-nine (83%) were raised in Taiwan or China. Those respondents born in China or Taiwan had migrated to the United States within the past thirty years, with the average time here approximately 8 years. Sixty-six (62%) had been here less than 8 years, and forty-one (38%) had been here longer than 8 years. Sixty-nine (64.5%) of the sample planned to stay in the United States permanently and thirty-five (32.7%) did not.

There were ninety-four (88%) people who indicated Chinese as their primary language and twelve (11%) indicated English as their primary language. Only one person did not

answer this question. Sixty-two (58%) of the respondents surveyed in this study preferred watching Chinese TV programs and forty-four (42%) preferred watching American TV programs. Of this sample, eighty-one (76%) were in the habit of watching Chinese TV programs and twenty-six (24%) did not have this habit. Of the respondents who were in the habit of watching Chinese TV programs, forty-six (43%) watch Chinese TV daily, twenty (19%) watch it weekly, one (1%) watches it monthly, and fifteen (14%) watch it occasionally. The results are reported in Table 4.1.

Table 4.1

Variable Characteristics

N=107

Questions	Category	Frequency	Percentage
Gender	Male	45	42%
	Female	62	58%
Born in U.S.	Yes	2	2%
	No	105	98%
Raised in U.S.	Yes	18	17%
	No	89	83%

Table 4.1 (continued)

Primary Language	Chinese	94	88%
	English	12	11%
	Other	1	1%
Preference	Chinese TV	62	58%
	American TV	44	42%
Habit of Watching Chinese TV	Yes	81	76%
	No	26	24%
Frequency of Watching Chinese TV	Daily	46	43%
	Weekly	20	19%
	Monthly	1	1%
	Occasionally	15	14%
Plan to Stay in the U.S.	Yes	69	64.5%
	No	35	32.7%
Years in the U.S.	$\bar{n} \leq 8$	66	61.7%
	$\bar{n} > 8$	41	38.3%

Table 4.1 (continued)

Questions	Range	Mean
Years in the U.S.	0.25-30	8
Age	18-78	34

Results of Research Questions

Research Question 1. The first question asked, "What are the primary motivations for Chinese immigrant adults to watch television according to Rubin's TV Viewing Motives Instrument?" This question was analyzed by comparing the mean scores of the nine motive factors obtained from the Television Viewing Motives Questionnaire.

Mean scores were calculated for each television viewing motive variable. As reported in Table 4.2, means were 2.820 for Relaxation, 2.763 for Entertainment, 2.757 for Information, 2.582 for Companionship, 2.451 for Passing Time, 2.433 for Habit, 2.330 for Social Interaction, 2.084 for Escape, and 2.025 for Arousal.

Table 4.2

Motives of Watching TV in General

N=107

Values: 1=Not At All, 2=Not Much, 3=A Little, 4=A Lot

TV Viewing Motives	Mean
Relaxation	2.820
Entertainment	2.763
Information	2.757
Companionship	2.582
Pass Time	2.451
Habit	2.433
Social Interaction	2.330
Escape	2.084
Arousal	2.025

Table 4.3 shows that the five primary motivations for Chinese immigrant adults to watch television in general were Relaxation (\bar{M} =2.820), Entertainment (\bar{M} =2.763), Information (\bar{M} =2.757), Companionship (\bar{M} =2.582), and Passing Time (\bar{M} =2.451).

Table 4.3

Top Five Motives of Watching TV in General

N=107

Values: 1=Not At All, 2=Not Much, 3=A Little, 4=A Lot

TV Viewing Motives	Mean
Relaxation	2.820
Entertainment	2.763
Information	2.757
Companionship	2.582
Pass Time	2.451

Research Question 2. The second question asked was, "What are the primary motivations for adult Chinese immigrants who prefer Chinese TV to watch Chinese television programs?" The research question was examined through the execution of one-way ANOVA for the nine TV viewing motive variables by two levels of "preference".

As indicated in Table 4.4, the means were 2.919 for Relaxation, 2.823 for Entertainment, 2.876 for Information, 2.586 for Companionship, 2.511 for Passing Time, 2.532 for Habit, 2.436 for Social Interaction, 2.151 for Escape, and 2.000 for Arousal.

Table 4.4

Motives of Watching Chinese TV

N=107

Values: 1=Not At All, 2=Not Much, 3=A Little, 4=A Lot

TV Viewing Motives	Mean
Relaxation	2.919
Information	2.876
Entertainment	2.823
Companionship	2.586
Habit	2.532
Pass Time	2.511
Social Interaction	2.436
Escape	2.151
Arousal	2.000

The five primary motivations for Chinese immigrant adults to watch Chinese TV are Relaxation (\bar{M} =2.919), Information (\bar{M} =2.876), Entertainment (\bar{M} =2.823), Companionship (\bar{M} =2.586), and Habit (\bar{M} =2.532). The results are reported in Table 4.5.

Table 4.5

Top Five Motives of Watching Chinese TV

N=107

Values: 1=Not At All, 2=Not Much, 3= A Little, 4=A Lot

TV Viewing Motives	Mean
Relaxation	2.919
Information	2.876
Entertainment	2.823
Companionship	2.586
Habit	2.532

Research Question 3. The third research question asked, "Do Chinese adult immigrants who prefer Chinese TV differ significantly from those who prefer American TV when controlled for demographic variables?"

As reported in Table 4.6, a significant difference ($p<0.052$) in TV viewing preferences was noted between respondents raised in the United States and respondents raised in Taiwan or China. Those raised in the United States were slightly more likely to prefer American TV. Those raised outside the United States were more likely to prefer Chinese TV.

A significant difference ($p < 0.005$) existed in the TV viewing preferences of Chinese adult immigrants based on their time in the United States. Those who preferred watching Chinese TV had been in the United States an average of 6.4 years. Those who preferred watching American TV had been in the United States an average of 9.7 years. This finding suggests that more recent immigrants prefer watching Chinese TV.

The frequency of TV viewing differed significantly ($p < 0.000$) between respondents preferring Chinese TV and respondents preferring American TV. Those who preferred Chinese TV reported watching Chinese TV more often than those preferring American TV.

The primary language of respondents differed significantly ($p < 0.005$) between those preferring Chinese TV and those preferring American TV. Respondents expressing a preference for Chinese TV were more likely to list Chinese as their primary language, than were those expressing a preference for American TV. It was also noted that while some respondents who preferred American TV listed English as their primary language, others preferring American TV listed Chinese as their primary language.

Table 4.6

Analysis of Variance of Respondent Demographic Variables
Controlled for TV Viewing Preferences

Variables	Prefer Chinese TV Mean	Prefer American TV Mean	Prob.
Years in U.S.	6.3973	9.6709	<0.005
Raised in U.S.	1.9032	1.7273	<0.052
Primary Language	1.0161	1.2273	<0.005
Habit of Watching Chinese TV	1.0645	1.5000	<0.000
Frequency of Watching Chinese TV	3.1631	1.4091	<0.000

Results of Hypotheses

Hypothesis 1. This hypothesis was advanced as follows: Chinese adult immigrants have a greater information motivation for watching television than mainstream Americans as measured by Rubin (1983).

Table 4.3 shows that the primary viewing motivations for Chinese adult immigrants to watch television were Relaxation ($M=2.820$), Entertainment ($M=2.763$), Information ($M=2.757$), Companionship ($M=2.582$), and Passing Time ($M=2.451$). As reported by Rubin (1983), Table 4.7 indicates that the primary viewing motivations sorted as important for American viewers were Entertainment ($M=3.330$), Relaxation ($M=3.013$), Passing Time ($M=2.663$), Habit ($M=2.463$), and Information ($M=2.300$). Comparing the rank orders for television viewing motivations of these two studies, the Chinese adult immigrants seemed to have a greater "information" motivation for watching TV than did the mainstream Americans in Rubin's study.

Table 4.7

American Viewers' Primary TV Viewing Motives Reported by Rubin (1983)

Values: 1=Not At All, 2=Not Much, 3=A Little, 4=A Lot

TV Viewing Motives	Mean
Entertainment	3.330
Relaxation	3.013
Pass Time	2.663
Habit	2.463
Information	2.300

Hypothesis 2. This hypothesis was advanced as follows: TV viewing motivation will differ based on length of time spent in the United States. This hypothesis was examined through the execution of one-way analysis of variance for the nine factors obtained from the Television Viewing Motivations Questionnaire by two groups defined as "years in the U.S. \leq 8" and "years in the U.S. $>$ 8."

The relationship between length of time spent in the United States and television viewing motivations was presented in Table 4.8. The results show that Escape ($p<0.039$) is the only significant motivational difference for using television between the two groups.

The TV viewing motivations for the group of "years in the U.S. \leq 8," in order of importance were Relaxation ($\bar{M}=2.859$), Information ($\bar{M}=2.783$), Entertainment ($\bar{M}=2.717$), Companionship ($\bar{M}=2.616$), Passing Time ($\bar{M}=2.530$), Habit ($\bar{M}=2.444$), Social Interaction ($\bar{M}=2.394$), Escape ($\bar{M}=2.207$), and Arousal ($\bar{M}=2.209$). The TV viewing motivations for the group of "years in the U.S. $>$ 8", in order of importance were Entertainment ($\bar{M}=2.837$), Relaxation ($\bar{M}=2.756$), Information ($\bar{M}=2.715$), Companionship ($\bar{M}=2.529$), Habit ($\bar{M}=2.415$), Passing Time ($\bar{M}=2.325$), Social Interaction ($\bar{M}=2.228$), Arousal ($\bar{M}=1.911$), and Escape ($\bar{M}=1.886$).

Table 4.8

Analysis of Variance of TV Viewing Motives Controlled for
Time in the United States

TV Viewing Motivations	Years in U.S. (<u>n</u> <= 8) Mean	Years in U.S. (<u>n</u> > 8) Mean	Prob.
Relaxation	2.859	2.756	0.450
Information	2.783	2.715	0.667
Entertainment	2.717	2.837	0.438
Companionship	2.616	2.529	0.634
Pass Time	2.530	2.325	0.205
Habit	2.444	2.415	0.885
Social Interaction	2.394	2.228	0.257
Escape*	2.207	1.886	0.039
Arousal	2.096	1.911	0.204

*Significant Differences Observed At $p < 0.05$

CHAPTER V

Discussion

The purpose of the present study was to identify the primary viewing motivations for overall television viewing, and specifically for Chinese television viewing for Chinese adult immigrants. The study also examined factors influencing the immigrant's preference for viewing Chinese television programs. This chapter discusses the results of three research questions and two hypotheses of the present study.

Research Question 1 and Hypothesis 1

TV viewing motivations for Chinese adult immigrants in the United States were examined through Rubin's (1983) Television Viewing Motives Instrument. The results of this investigation suggest that the five primary viewing motivations for Chinese adult immigrants to watch television were, in order of importance: Relaxation, entertainment, information, companionship, and passing time.

Hypothesis 1 was supported, the results of this hypothesis suggest that Chinese adult immigrants indicated Information as the third most important motivation for overall television viewing. In the findings reported by Rubin (1983), his sample of American adults indicated

Information as the fifth most important motive for watching television. This may suggest that Chinese adult immigrants have a greater Information motivation for watching television than do other mainstream populations.

Other studies (Zohoori, 1988; Albarran & Umphrey, 1993) have shown that immigrants have a greater Information motivation for television use than do mainstream Americans. This greater need for information is believed to be a part of the acculturation process. Thus, the indication that the Chinese group has a greater motivation for information may result from their need to adapt to the mainstream society. They depend more on television as a source of obtaining information about themselves and others, and as a way of observing the mainstream culture while they are limited in their social interaction with the new society.

In addition, the results of the hypothesis 1 suggest that Companionship is an important reason for Chinese adult immigrants to watch television. Rubin's (1983) sample group did not list Companionship as a strong motivation for television use.

This finding, that Companionship is a strong viewing motivation for Chinese adult immigrants, may reflect the limited social contacts this group has within its new environment. Zohoori (1988) suggests that immigrants initially feel isolated in the new culture, but that over

time such isolation diminishes with increased social contact. Chinese adult immigrants may use television more to decrease their feelings of loneliness and isolation in the new society. This finding is consistent with Zohoori's (1988) that immigrants have a greater Companionship motivation for television use in the American society.

There are some similar findings in the present study for Chinese adult immigrants and Rubin's (1983) study for American adults. Both studies found that relaxation and entertainment are the two predominant viewing motivations for their respondents. These respondents all reported that television viewing can supply them with a pleasant diversion and amuse them.

Research Question 2

As reported in the survey, most of the Chinese adult immigrants preferred watching Chinese rather than American television programs. In order to determine the major viewing motivations for Chinese adult immigrants to watch Chinese television programs, the investigation attempted to analyze whether certain viewing motivations led to the specific preferences in channel selection.

The results suggest that the primary motivations for Chinese adult immigrants to watch Chinese TV are, in order of importance: Relaxation, information, entertainment,

companionship, and habit. Comparing these motivations to the viewing motivations for overall television use for Chinese adult immigrants, there are three findings.

Finding 1. Relaxation and companionship are both ranked as the first and fourth important reasons for the sample to watch Chinese television programs and overall television viewing. This implies that Chinese adult immigrants' television use for relaxation and companionship is influenced by whether a program is broadcast in Chinese or not. This finding is partially consistent with Rubin's (1983) study, which found that television seems to gratify relaxation needs regardless of program content.

Finding 2. The sample of this study indicated a stronger Information motivation for watching Chinese television programs. This shows that the respondents' need for information can be better met by viewing Chinese television programs. From watching Chinese television programs, they could learn about the real-life experiences of their homogeneous culture and gather information important to them in relating to the real world environment. This finding is consistent with other studies (Stroman, 1984; Matabane, 1986) that indicate ethnic groups prefer watching programs that represent their own culture, because they can obtain more information about experiences in the mainstream society related to their particular ethnic group.

Finding 3. Habit was indicated specially as an important reason for viewing Chinese television but not for overall television viewing. This motivation was based on their familiarity with the program content broadcast by Chinese television stations.

Research Question 3

The results of this study indicated that most of the respondents prefer watching Chinese television rather than American television. The present study was undertaken to determine what significant variables influence the preference for viewing either Chinese or American television programs for Chinese adult immigrants. The study's results suggest there are five variables significantly related to the preference of Chinese versus American TV: Years in U.S., raised in U.S., habit of watching Chinese TV, frequency of watching Chinese TV, and primary language. Four findings were derived from these results.

Finding 1. Chinese adult immigrants who indicated Chinese as their primary language, preferred watching Chinese TV and those more proficient in English tended to prefer watching American TV. In other words, people like to watch television programs in their primary language. For those people who indicated Chinese as their primary language, their preference of viewing Chinese TV may be

based on the need to receive more complete information from the TV programs in their own language. This finding is consistent with the report that immigrants prefer obtaining information from the television media in their own languages (Los Angeles Time "Asian Influx Alters Life in Suburbia," 1987).

Moreover, some researchers (Stroman, 1984; Matabane, 1986) have suggested that subculture groups tend to watch program content relevant to their homogeneous culture. The viewer's primary language plays an important role in experiencing their homogeneous culture. In order to receive information about their own culture from television programs, Chinese adult immigrants who identify Chinese as their primary language may prefer watching Chinese television programs. This finding is consistent with Matabane's (1986) study, showing that primary language is an important factor for ethnic groups in determining which television programs they prefer to watch.

Finding 2. "Where the respondent was raised" significantly relates to the preference for Chinese or American television programming for Chinese adult immigrants. The present study suggests that Chinese adult immigrants who were raised in Taiwan or China prefer watching Chinese TV over American TV. This may be because viewing Chinese TV programs can gratify their needs of

identifying with their mother culture. Those who were raised in the United States might have a greater tendency to identify with the American culture and, thus tend to prefer watching American programs.

Finding 3. "The length of time that Chinese adult immigrants have been in the United States" significantly relates to their viewing preference of Chinese or American TV programming. The present study suggests that Chinese adult immigrants who stay longer in the United States prefer watching American television and those new to the United States prefer watching Chinese television. This suggests that the Chinese people who are less socially integrated in the American society prefer watching Chinese television programs. Those who are socially integrated in the American society prefer watching American programs.

Finding 4. The last finding suggests that Chinese adult immigrants who prefer selecting Chinese TV have developed a greater habit for watching Chinese television programs. This habit apparently remains at least partly intact, even when the preference for Chinese programming gives way to a preference for American programming. In the study group, those who had been in the United States for a longer period of time and identified a preference for American television, reported that they still have a strong tendency to view Chinese television, indicating they are

likely to maintain their viewing habits and/or viewing loyalty to Chinese television programming.

Hypothesis 2

Chinese adult immigrants staying in the United States for a shorter period of time received a greater gratification of Escape from television than those who have lived longer in the United States. This may be because, over time, as immigrants become more acclimated to their new culture and social interaction increases, they develop a wider variety of social activities to gratify their need for Escape. Thus, the need to rely on television for their need to escape decreases.

Moreover, this study finds that Chinese adult immigrants with shorter periods of residency in the United States indicated stronger motivations to view television for each reason or use except Entertainment. This shows that the respondents who were less socially integrated had higher levels of television exposure and more favorable attitudes about television. This finding is also consistent with other studies (Katz, 1974; Katz & Foulkes, 1962) which showed that isolated individuals rely more on, and make more use of, television than those who are more socially integrated.

Summary of Discussion

The results of this study show that the number of years spent in the United States and the participants' command of English were the two most important demographic factors in determining whether or not they had a preference for Chinese television. Those who had been in the United States for a longer period of time, and who consider English to be their primary language were more likely to watch American television. Those who had been in the United States for a longer period of time also used television -- whether it was Chinese or American programming -- as a means of escape from daily life less than Chinese immigrants who had been in the United States for a shorter period of time.

The results also show that among Chinese who have immigrated to the Los Angeles area, information and companionship are two of the most important factors in their motivations for viewing television. Chinese immigrants put much more importance on these two motivations than did mainstream Americans, reporting on their television viewing motivations, in some earlier studies.

Implications and Future Directions

As minority populations continue to grow in the United States, they become an increasingly important factor in the consumer market. Understanding the motivations and needs of

these populations becomes increasingly necessary for companies that produce consumer goods. Television is no exception. The more clearly television programmers understand what the viewing motivations of their audiences are, the better they will be able to meet those needs.

This study shows that the informational needs of Chinese adult immigrants can be better met by watching Chinese television. In addition, information was listed as the second most significant factor for watching Chinese television as opposed to watching television in general. Only relaxation ranked slightly higher as a motivation. According to Rubin's (1983) study, relaxation needs can be met regardless of program content. Thus, for Chinese adult immigrants who watch Chinese television, information seems to be the most important motivation that relies on program content. Chinese television programmers may want to consider the importance of this when making decisions on future program schedules.

Future studies might look more closely at the relationship between the viewing motivations of Chinese immigrants and mainstream Americans by establishing two parallel study groups. Also, future studies might directly solicit the reasons behind the viewing motivations of the Chinese immigrants polled by including open-ended questions as part of the survey.

APPENDIX A.

Television Viewing Motives Instrument

Instructions: Here are some reasons people give for watching TV. Please mark the extent to which each reason is like your reason for watching television. These response options are ranged from "A Lot" (4) to "Not At All" (1) like your reason for watching television.

		A Lot	A Little	Not Much	Not At All
<i>I watch television ...</i>					
1	Because it relaxes me	4	3	2	1
2	Because it allows me to unwind	4	3	2	1
3	Because it's a pleasant rest	4	3	2	1
4	So I won't have to be alone	4	3	2	1
5	When there is no one else to talk to or be with	4	3	2	1
6	Because it makes me feel less lonely	4	3	2	1
7	Just because it's there	4	3	2	1
8	Because I just like to watch	4	3	2	1

9	Because it's a habit, just something I do	4	3	2	1
10	When I have nothing better to do	4	3	2	1
11	Because it passes the time away, particularly when I am bored	4	3	2	1
12	Because it give me something to do to occupy my time	4	3	2	1
13	Because it entertains me	4	3	2	1
14	Because it's enjoyable	4	3	2	1
15	Because it amuses me	4	3	2	1
16	Because it's something to do when friends come over	4	3	2	1
17	So I can talk with other people about what's on	4	3	2	1
18	So I can be with other members of the family or friends who are watching	4	3	2	1

19	Because it helps me learn thing about myself and others	4	3	2	1
20	So I can learn how to do things which I haven't done before	4	3	2	1
21	So I can learn about what could happen to me	4	3	2	1
22	Because it's thrilling	4	3	2	1
23	Because it's exciting	4	3	2	1
24	Because it peps me up	4	3	2	1
25	So I can forget about school or other things	4	3	2	1
26	So I can get away from the rest of the family or others	4	3	2	1
27	So I can get away from what I'm doing	4	3	2	1

Personal Information

1. Gender: Male_____ Female_____
2. Age: _____
3. How long have you been in the United States?
_____Year(s)_____Month(s)
4. Were you born in the United States? Yes_____ No_____
5. Were you raised in the United States? Yes_____ No_____
6. Which language is your primary language?
Chinese_____ English_____ Other_____
7. Do you watch Chinese-speaking TV programs produced by
Chinese TV companies in the United States?
Yes_____ No_____
- 7a. If yes, how often? Daily_____ Weekly_____ Monthly_____
Occasionally_____
9. Do you prefer watching Chinese TV_____ or American
TV_____?
10. Do you plan to stay in the United States permanently?
Yes_____ No_____

APPENDIX B.

請從下列問題圈出較符合您看電視的理由。(4)代表"完全正確",程度依序至(1)代表"完全不正確".

完全正確.....完全不正確

看電視是因為...

1. 看電視可以讓我放鬆	4	3	2	1
2. 看電視讓我得到解放	4	3	2	1
3. 看電視是一種愉快的休閒方式	4	3	2	1
4. 看電視使我不會覺得孤獨	4	3	2	1
5. 當沒有人和我說話或作伴時	4	3	2	1
6. 看電視讓我比較不會覺得寂寞	4	3	2	1
7. 電視就擺在那邊,想到就打開看	4	3	2	1
8. 我看電視是只因我想看電視	4	3	2	1
9. 看電視是我的一種習慣	4	3	2	1
10. 當我沒有其它想做的事時	4	3	2	1
11. 當我無聊時,看電視可以幫我殺時間	4	3	2	1
12. 讓我覺得有事可做來渡時間	4	3	2	1
13. 看電視可以娛樂我	4	3	2	1
14. 因看電視是件令人愉快和享受的事	4	3	2	1

15. 因看電視是一種消遣	4	3	2	1
16. 當朋友來訪時,看電視是一種共同的活動	4	3	2	1
17. 看電視可以得到一些和別人交談的共同話題	4	3	2	1
18. 藉此我可以陪伴家人或朋友	4	3	2	1
19. 看電視可助我學習一些有關自己和他人的經驗	4	3	2	1
20. 因藉此可以學習處理一些從來沒有處理過的事	4	3	2	1
21. 可以學習到一些將來可能發生在自己身上的事	4	3	2	1
22. 因看電視是件刺激的事	4	3	2	1
23. 因看電視是件令人興奮的事	4	3	2	1
24. 因看電視有激勵作用	4	3	2	1
25. 看電視可以讓我忘掉一些有關學校或其它的事	4	3	2	1
26. 看電視可以幫我暫時逃避家人或其他的人	4	3	2	1
27. 藉此可幫我從正在從事的工作中得到暫時的解脫	4	3	2	1

個人資料

1. 性別： 女_____ 男_____
2. 年齡： _____
3. 您來美國大約有多久了？ _____年 _____月
4. 您是在美國出生的嗎？ 是_____ 否_____
5. 您是在美國成長的嗎？ 是_____ 否_____
6. 那一種語言您平常最習慣說？ 中文_____ 英文_____ 其它_____
7. 您有看中文台的習慣嗎？ 有_____ 沒有_____
- 7a. 如有,有多頻繁？ 每天看_____ 一個禮拜至少一次_____
每月至少一次_____ 偶而_____
8. 您比較喜歡看中文台節目_____ 或 美國電視節目_____ ？
9. 您打算永久住在美國嗎？ 是_____ 不是_____

這份問卷是設計來研究在美華人"看電視的動機和行為模式"。如您希望得知這份研究的結果,請來電與我,楊慕理聯絡。電話是(909)880-9224 謝謝您的參與及合作。

APPENDIX C.

Viewing Motivation Sets

TV Viewing Motivation Categories and Statements ("I Watch TV...")	<u>M</u>	std.
RELAXATION		
1. Because it relaxes me	3.1028	0.8002
2. Because it allows me to unwind	2.3832	0.9178
3. Because it's a pleasant rest	2.9720	0.8407
COMPANIONSHIP		
1. So I won't have to be alone	2.5888	0.9996
2. When there is no one else to talk or to be with	2.6636	1.1154
3. Because it makes me feel less lonely	2.4953	1.0404
HABIT		
1. Just because it is there	2.5327	2.1862
2. Because I just like to watch	2.5421	1.0486
3. Because it's a habit, just something I do	2.2243	0.9935
PASS TIME		
1. When I have nothing better to do	2.5047	0.9652
2. Because it passes the time away, particularly when I am bored	2.5607	1.0110
3. Because it gives me something to do to occupy my time	2.2897	0.9317

ENTERTAINMENT		
1. Because it entertains me	2.7196	0.9396
2. Because it's enjoyable	2.7570	0.8670
3. Because it amuses me	2.8131	0.9021
SOCIAL INTERACTION		
1. Because it's something to do when friends come over	2.0935	0.9569
2. So I can talk with other people about what's on	2.5701	0.9820
3. So I can be with other members of the family or friends who are watching	2.3271	0.9788
INFORMATION		
1. Because it helps me learn things about myself and others	2.9065	0.8958
2. So I can learn how to do things which I haven't done before	2.6822	0.9173
3. So I could learn about what could happen to me	2.6822	0.9070
AROUSAL		
1. Because it's thrilling	1.9626	0.8679
2. Because it's exciting	2.0561	0.8449
3. Because it peps me up	2.0561	0.8669

ESCAPE		
1. So I can forget about school or other things	2.3084	0.9849
2. So I get away from the rest of the family or others	1.7103	0.8903
3. So I can get away from what I'm doing	2.2336	1.0240

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